

OUR SIGMA PRIDE AND IMAGE

Objectives:

- To allow the chapter to objectively verbalize what great things it has accomplished
- To evaluate the current campus image of the chapter
- To brainstorm ways to enhance and/or change the chapter's campus image

Preparation:

Approximately two weeks before the presentation of this program, the Education Director should have a meeting of the Education Committee. At that time, the entire program should be reviewed.

It is suggested that this program be presented as a two-week presentation.

The committee may wish to appoint discussion leaders to facilitate the presentation of this program.

Members should be reminded to have paper and pencil with them at this meeting.

Program:

Before the program begins, divide the chapter into groups of six to eight members and/or new members.

Part I

Each member is to be directed to list the things the chapter has to be proud of. Things they have accomplished and achieved and that have made them the chapter that they are today. (This is an individual activity and should not be accompanied by discussion.)

Allow about five minutes for this activity. When the time is up, have each group compile a summary list of participant's ideas. Allow another five minutes for this.

A chapter master list should now be made with group leaders sharing their group's ideas with the entire chapter. This list should be posted for all to see.

Read the list of accomplishments and achievements for all to hear. Follow this with the chant:

“Color me purple! Color me white! Color me proud to be a Sigma!”

Part II

“What is chapter image? It is the perception of the campus community of the chapter. It can be the best thing a chapter has going for it - or it can be the worst!”

“The reputation of the chapter precedes recruitment, Greek Sing, community service projects and the like. It is the opinion of the group that is whispered among members of the entire campus community. How many potential members have heard your chapter's weaknesses rather than its strengths? How many parents have heard the same? And how many potential members have not considered your chapter for affiliation because of these whispered comments? Worst of all, are these whispered comments factual? Are they really your chapter? Are they what you want your chapter to be known as?”

“What can be done? By taking a serious look at our image and by also looking at our own perception of our chapter, we can develop a plan to enhance and/or change these public and private attitudes about Tri Sigma.”

Now have each participant list the chapter's "image" in the eyes of potential members, professors and the general campus community. Allow five minutes for this activity.

When the time is up, have the group discuss and rate each of the ideas as to how each enhances or hinders the chapter on the campus. Allow five minutes for this activity.

Following this, have the groups compare the listing of chapter accomplishments and achievements with this new list of chapter image. Are they the same? What are the differences? Are the differences positive? Are they negative? Are our good points being communicated to the campus? Allow about ten minutes for this.

When the time is up, have the group leaders share their group findings with the entire chapter to compile a master list of your campus image and your perception of it. This master list should be posted and saved for the following week.

Part III

At the second of this program's presentation, again break the chapter into groups of six to eight.

Groups are now to consider the following points:

- What can we do or continue to do to make our chapter image positive?
- What can we do to improve our chapter image?
 - improve scholarship?
 - sponsor a campus educational program?
 - get more involved in Panhellenic?
 - sponsor a community service project?
 - and the like...

Allow about 20 minutes for the groups to brainstorm ways to enhance and/or promote positive aspects of chapter image. When the time is up, have each group leader recap the entire chapter.

End the program with the reading of the following poem and the commitment that Tri

*Sigma Sigma Sigma Sorority
Horizons Program
Chapter Skills Series*

Sigma is and will always be the best sorority on your campus!

“Tri Sigma Is...

***Tri Sigma is friendship,
friendship which will grow
deep and strong from the
beginning with an open heart
of willing freedom and trust.***

***Tri Sigma is loving
A sharing of joy and sorrow,
caring and faith, sharing
unselfishly in the loving
Sisterhood close to our hearts.***

***Tri Sigma is giving,
A giving of one's self in
sincerity and trust, giving
with a heart full of love,
protecting and sharing in
the Tri Sigma bonds.***

***Tri Sigma is remembering always,
‘Those who receive much should give much.’”***

Program Follow-Up:

Have members evaluate program. Tabulate evaluations, record on Form K-87W and send to National Headquarters monthly.